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# *The Cloverleaf*

THE SIGN  
OF SERVICE



# The Cloverleaf

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THANK GOD for the far-seeing business men in the horticultural trade and in other lines; men who, in spite of present conditions, are planning for the future; men who know that the advertising done today will hold present trade, and build a solid foundation for the future. To these men—and to others who want to join this “Cheerful Club”—we offer a specialized service. We have always stood ready and willing to do our full share in the uplift of matters horticultural. We have kept our skirts free from all alliances that might impair our usefulness to advertisers in general, whether their products are directly connected with the present problems of food supplies or of manufactures.

We intend to continue this policy, and to furnish to our clients an advertising service that will be distinct and efficient because of the personal interest we put into each separate problem.

## Seeing Ourselves as Others See Us

ELBERT HUBBARD, the sage of East Aurora, once said "To escape criticism, do nothing, say nothing, be nothing."

Mr. Hubbard and Old Lady Criticism were formally introduced when *The Philistine* first appeared on the news-stands. But Fra Elbertus kept on doing things, saying things, and finally came to be recognized for his true value.

We have long been sure that we were doing things for our clients; we tried to say the right things at the right time; we aimed to have something that would put our patrons in the "Rainbow Division" of advertisers.

Just recently we got a "whole bushel" of tributes that we did not know were coming. *Newspaperdom* asked our advertisers what they thought of us. Mind you, it mattered not to *Newspaperdom* what was said—the editor of that worthy publication was a disinterested party. What our friends wrote was put into form by Mr. S. L. Locke, and appeared in page space in the



## Grapes That Will Grow Anywhere

Grapevines can be grown in a small yard, or garden—you don't need a big place. Train them on the fence, over the porch, or on a trellis beside the walk. Six plants will give plenty of fruit—and some grape juice besides. The best garden varieties are:

**Concord**, black; early

**Lutie**, red; very early

**Niagara**, white; midseason

**Two big two-year-old plants  
of each variety, delivered, for \$3**

This is an *extraordinary offer for such well-developed vines*. They were grown especially for this collection, and the offer will not be repeated.

We are Grapevine specialists. Have grown none but the best for fifty years. Our *Grapevine catalogue* tells about Grapes and other small fruits. With this book as a guide you can select, plant and grow small fruits with perfect ease. Send for a copy.

**T. S. HUBBARD COMPANY**

**Box 18      Fredonia, New York**

Used in special gardening papers in the spring of 1917.  
Couldn't help attracting attention



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issue of November 22, 1917. Because we are human (or think we are) we take pride in knowing that our efforts are appreciated. The story begins right here; read it and you will pardon our pride:

Arthur Cowee, Berlin, N. Y.

We have employed the McFarland Publicity Service, both for publication of our catalogues and our advertising campaign, for upwards of eight years, and it gives me pleasure to say that their service has been most efficient and satisfactory. My experience with the McFarland Publicity Service is such that I would not hesitate to highly recommend it to the most particular and critical advertiser.

ARTHUR COWEE.

Swain Nelson & Sons Co., Chicago, Ill.

We take pleasure in stating that the McFarland Publicity Service has served us, both in the capacity of publishing our catalogues and in taking charge of some national advertising, for several years. From our experience, we consider their suggestions were very helpful, and that they are able to prepare excellent advertising copy, illustrating the same with beautiful pictures. Their handling of our advertising campaign was, in our judgment, very efficient and productive of good results.

SEYMOUR G. NELSON, *President*.

Glen Saint Mary Nurseries Co., Glen Saint Mary, Fla.

The McFarland Publicity Service has done very well for us indeed. The results have been satisfactory, and our business relations with the McFar-



# Big Crops of Persimmons

if you plant one tree of Gailey with every seven or eight of other sorts. It pollinizes their blossoms and prevents fruit-dropping. We are the introducers of Gailey and insure true stock

## Our 1918 Catalogue

tells about Gailey and several other varieties, besides many other fruits. Send for a free copy. Do it now.

**GLEN SAINT MARY NURSERIES COMPANY**

Rose Avenue

Glen Saint Mary, Fla.



## Bigger Profits Come from Pecans

than from corn or cotton. Raising Pecans is less work and worry. Plant a few acres of Glen Saint Mary Pecan Trees this year.

### Catalogue Tells How

to prepare the soil, plant and care for Pecan trees, and how to market the crop. Helpful, interesting. Send for a copy.

**GLEN SAINT MARY NURSERIES COMPANY**

Rose Ave.

Glen Saint Mary, Fla.



## Plant Satsumas On the Gulf Coast

Satsuma Oranges grow well on the Gulf Coast. Ripen extra early; big demand and good prices. Easy to pick. Trees are easily cared for.

### "Southern Planting Facts"

tells all about Satsuma, the hardiest edible Orange. Many helpful planting hints are given. You need this catalogue—send for a copy today.

**Glen Saint Mary Nurseries Co.**

Rose Avenue,

Glen Saint Mary, Fla.

Effective use of small space. Yet Glen Saint Mary Nurseries Co. finds it profitable to use full pages in certain papers

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land Publicity Service extend back over a period of about ten years. They have brought to bear on our work a knowledge of details that has been very helpful, and our advertising campaigns have been efficiently managed by them.

H. H. HUME, *Vice-President.*

F. J. Grootendorst & Sons, Boskoop, Holland. (New York Branch)

It is indeed a pleasure to us to express our opinion on the efficiency of the McFarland Publicity Service. The advertising copy prepared by this institution are plain statements turned into interesting fiction, so as to appeal to the reader and attract his attention—the kind of advertisement which brings results. With an organization equipped to handle all details of an advertising campaign, where efficiency is combined with high ideals, the McFarland Publicity Service is a “Service That Satisfies.”

A. M. GROOTENDORST.

J. Van Lindley Nursery Company, Pomona, N. C.

We suppose a statement to the effect that we continue to do business with the McFarland Publicity Service is about as much as we could say. That is, it would show what we think of them. We do not do a great deal of newspaper advertising, but we are constantly calling on these people for advice along some publicity line. They are thoroughly reliable in every way, and very pleasant people to do business with. While we would not state that there are not other good advertising agencies, we believe that they are the best from a horticulturist's standpoint.

O. JOE HOWARD, *Secretary and Treasurer.*



# Strawberry Shortcake All Summer

Sounds good, doesn't it? You can enjoy shortcake from early summer until frost comes if you plant **Knight's Superb** and **Knight's Progressive** this spring. You can pick berries in a few weeks, and continue to pick until November. These two varieties are really everbearing.

## Knight's "Shortcake" Collection Four Hundred Plants for \$4.50

**200 Superb.** Delicious berries from June to frost.

**100 Progressive.** Excellent flavor; big crops; everbearing.

**100 Gibson.** Flavor delicious; large. Fruits in June.

Maybe you want to grow berries for market. **Gibson** is the big money-maker; bears large crops of monstrous fruit, commanding the highest prices.

## Knight's 1917 Small Fruit Book

tells how to grow Strawberries, Raspberries, Blackberries, Grapes, etc. Lists of varieties are given together with their points of excellence. Your name and address will bring a copy—write today.

**DAVID KNIGHT & SON**

Box 75, Sawyer, Mich.

In many instances direct selling appeals create interest when the usual type of catalogue copy fails to "get by"



## A Garden of Glory in Early Spring



The Iris, that magic "Rainbow Flower," will give you a spring-full of joy next year if planted in your garden this fall. The odd-shaped flowers, with their erect standards and drooping falls, possess so many distinct shades and tints that, during the blooming season, an Iris garden presents a dazzling array of beauty.

In our **New England Iris Collection** are many of the newer choice novelties, selected from the comprehensive list in the Cromwell Gardens Handbook. This fall is the ideal time to plant the sorts in this collection.

### New England Iris Collection

<b>Maori King</b> , gold and crimson	20 cts. each
<b>Mme. Chereau</b> , white and blue	15 cts. each
<b>Amas</b> , rich blue and violet	25 cts. each
<b>Her Majesty</b> , dark rose	35 cts. each
<b>King of Iris</b> , brown and yellow	35 cts. each
<b>Princess Victoria Louise</b> , sulphur and creamy plum, very distinct	35 cts. each

**Collection of 18 Plants, 3 of \$4.50**  
**Each Variety, Delivered, for**

***Cromwell Gardens Handbook of Perennials, Roses, Etc.***

tells about the choice plants grown at Cromwell Gardens. If you have a garden or greenhouse you need a copy. We will send you one on request.

**CROMWELL GARDENS, A. N. Pierson, Inc.**

**Box 11, Cromwell, Conn.**

Only the color of the flowers in the picture seems to be omitted here





## *Farr's Superb Lilacs For Fall Planting*

Lilac-time is springtime at its best. One can scarcely conceive of a spring garden without Lilacs; every bush a mass of glorious colors, and filling the air with delicate fragrance.

Seemingly perfect, as were the old purple and white sorts, the master hybridizer, Victor Lemoine, touched them with his magic hand, and lo, from them a multitude of glorified forms and new colors appeared, with individual flowers and trusses more than doubled in size; with varieties early and varieties late, thus considerably lengthening the blooming season.

*Ellen Willmott*, with pointed trusses a foot in length and snow-white flowers nearly an inch in diameter; *Belle de Nancy*, soft lilac-pink; the splendid early-flowered giant, *Leon Gambetta*, with semi-double flowers almost as large and as perfectly formed as tuberoses. These are but a few examples of the more than 100 new varieties that I grow on their own roots at Wyomissing. All these new Lilacs are unusually free bloomers—far surpassing the old sorts. If you wish these rich blooms in your garden next spring, the plants must be set this fall.

### *Farr's Hardy Plant Specialties*

(Sixth Edition, 1917-1918) describes Lemoine's new Lilacs, Deutzias, Philadelphus, Japanese and German Iris, more than 500 varieties of Peonies, Evergreens, and Rock-plants. 112 pages of text, 30 full-page illustrations (13 in color). A book of distinct value to garden lovers. If you do not have a copy of this Sixth Edition, send for one today.

**BERTRAND H. FARR, Wyomissing Nurseries Co.**  
103 Garfield Avenue Wyomissing, Penna.

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**P. J. Berckmans Company, Augusta, Ga.**

All of our advertising which we have placed with the McFarland Publicity Service, of Harrisburg, has been handled in a most satisfactory and pleasing manner.

P. J. BERCKMANS COMPANY.

**A. N. Pierson, Inc., Cromwell, Conn.**

We have been placing our advertising through the McFarland Publicity Service for the past two years. This agency has been giving great satisfaction in the preparation of our advertising copy and the placing of it. It has also placed considerable newspaper advertising for us in addition to magazine advertising, and we believe that it is a very capable agency.

A. N. PIERSON, Inc.

**A. Washburn & Sons, Bloomington, Ill.**

We started our connection with the McFarland Publicity Service about a year ago on a three-year basis, and have no reason now for wanting to make a change.

A. WASHBURN & SONS.

**State of Delaware, Executive Department, Dover, Del.**

My experience with the McFarland Publicity Service has been very satisfactory. I have come in close touch with some of their work, both individually and through my association with Harrisons' Nurseries of Berlin, Md., and I believe they are doing a high-class work.

JOHN G. TOWNSEND, JR., *Governor.*

**Ford Seed Company, Ravenna, Ohio**

We consider the McFarland Publicity Service a reliable advertising center. It is also efficient in making displays which bring results.

FORD SEED COMPANY.

# Shield Your Home The Year 'Round

Shade trees guard the home against the intense heat of the summer sun; evergreens dull the frosty edge of winter's chilling blasts.

Every home can be made more pleasant and comfortable with Hoopes' trees and plants, and every dollar you invest in trees, shrubs and roses makes your place more cheerful, more attractive—and more valuable.

There is a Hoopes salesman in your locality. When he calls ask him about planting your grounds. Arrange with him to have our landscape artists prepare free planting plans. Or write to the copy of

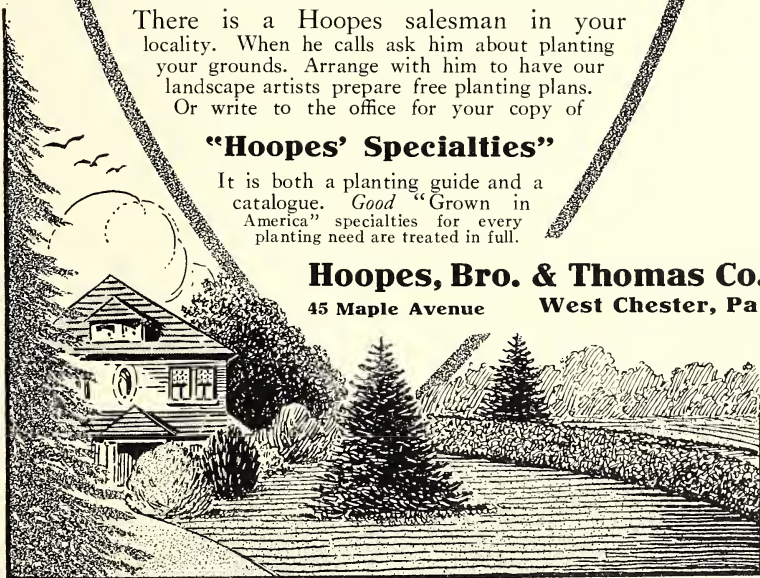
## "Hoopes' Specialties"

It is both a planting guide and a catalogue. *Good* "Grown in America" specialties for every planting need are treated in full.

**Hoopes, Bro. & Thomas Co.**

45 Maple Avenue

West Chester, Pa.



Advertising that paves the way for your salesman enables him to do more business. Both of you reap the benefit



## Our Roll of Honor

IN every hamlet, yea on the most lonely road over the mountains or on the bleak prairies, as well as along the streets, you will see red-bordered flags with stars of deepest blue. One star always gleams on the field of white; sometimes there are two or three; frequently there is a group almost covering the snowy surface.

A MAN has entered the service. Home, friends, comforts—all laid aside. In their stead come long hours of drilling; cross-country "hikes" with full equipment, until the sole and the soul ache; a letter from friends; a short furlough for the home trip—but these are overshadowed by the satisfaction of having done his duty, and the anticipation of joining the boys "over there."

We are proud of the Service Flag that hangs at the entrance of the Mount Pleasant Press building. The stars remind us that eight of our friends and associates have entered various branches of the army that is to make "the world safe for democracy."

As time goes on more of our men are likely to be called to the colors. Others will remain at home to carry on the work



# All Roses can be Planted Safely in the Fall

And it's an ideal time to make a Rose garden, for the plants will be ready to start into growth on spring's first warm days.

## Hybrid Perpetuals Hybrid Tea Roses Climbing Roses

We have the reliable and popular varieties in 2-year-old field plants at 30 cts. each, \$3 per dozen. A few special sorts at a little higher price.

### Our General Catalogue

presents Roses, Shrubs, Shade Trees and Evergreens, Perennials, Lilies and House Plants. Your needs may be supplied from this comprehensive booklet; write for a copy.

### Autumn Bulb Catalogue

Late information from Holland indicated that Dutch bulbs—Hyacinths, Tulips, Daffodils—will come to America, and we expect to have our usual large quantity. Send for our list at once, and place your order early. We shall fill and ship just as soon as our bulbs arrive.

*Baur  
Floral Co*

15 East Ninth St., Dept. A, Erie, Penna.

"Educational copy" in that it suggests the value of planting in the fall—a time when nurserymen can handle a larger volume of business

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that must be done here, and which has its part in backing up our boys at the front. The stay-at-homes have no stars, but they are none the less loyal.

Our service flag flies for these:

**First Lieutenant J. W. Ellenberger, M. D.,** medical  
service in reserve

**M. J. Donohue,** Aviation Section, Signal Corps.  
(Present address unknown)

**Quartermaster Sergeant E. K. Bretz,** Camp Hancock, Ga.

**Carroll W. Fitzgerald,** A. E. F., France

**Aaron Beck,** Signal Corps, Camp Fremont, Calif.

**Clinton A. Hand,** U. S. S. *Prometheus*

**Harold Kirsch,** Camp Greene, Charlotte, N. C.

**John Mosser,** Camp Greene, Charlotte, N. C.

Our Canadian allies have recently added a verse to their hymn "God save the King," which we ought to add to our own "America":

God save our splendid men,—  
Bring them safe home again;

God save our men!  
Keep them victorious;  
Patient and chivalrous;  
They are so dear to us;  
God save our men.

# Increase the Value of Your Property

Every piece of residential property in this town can be made more valuable by trees for shade and ornament, vines for foliage, shrubs and roses for fragrant flowers.

## Homes Are Made More Attractive

by properly grouping the shrubs and trees that are used. The landscape man must be as skilful as the architect who planned your house—or the effect will not be pleasing.

Let Washburn do *your* planting—we *know* how. We make suggestions, furnish the plants, and do the planting.

## Our Plant and Flower Catalogue

explains Washburn's landscape service. Get a copy and make your planting selections from it; free for the asking.

## A. WASHBURN & SONS

*The Landscape Men*

318 North Main Street, BLOOMINGTON, ILL.

'Phone 303



Newspaper copy used in a select list of western publications

## Let's Talk It Over

NOW that you have read the foregoing pages, let's have a little heart-to-heart talk. You, as a manufacturer of tools and implements, a dealer in seeds, or a grower of nursery stock, are interested in reaching the man who needs your goods.

The quickest and most economical way of introducing your product is through selected magazines and newspapers. But it needs more than mere "guessing" to select such media, or to prepare suitable copy. The advertisements in this issue of *The Cloverleaf* were prepared here and originally appeared in various magazines and newspapers.

Under one roof we have assembled the most unique and complete advertising service that can be found anywhere. We handle all details of a successful publicity campaign, periodical advertising, catalogues, booklets, folders, and form letters. Write us in detail (confidential, certainly), or make an appointment. If we can help you, we'll do it; if we think we can't, we'll say so frankly.

THE McFARLAND PUBLICITY SERVICE

E. FRED ROWE, Manager  
HARRISBURG, PENNSYLVANIA





